

AMENDED IN ASSEMBLY FEBRUARY 16, 2010

AMENDED IN ASSEMBLY FEBRUARY 11, 2010

CALIFORNIA LEGISLATURE—2009–10 REGULAR SESSION

Assembly Concurrent Resolution

No. 112

**Introduced by Assembly Members Portantino and Smyth
(Coauthors: Assembly Members Jones and Solorio)**

January 27, 2010

Assembly Concurrent Resolution No. 112—Relative to Cuss Free Week.

LEGISLATIVE COUNSEL'S DIGEST

ACR 112, as amended, Portantino. Cuss Free Week.

This measure would designate the first week of March of each year as Cuss Free Week.

Fiscal committee: no.

1 WHEREAS, On June 1, 2007, then 14-year old McKay Hatch
2 founded the No Cussing Club at his South Pasadena junior high
3 school after noticing many of his peers were using cusswords and
4 foul language that created an environment of rudeness and
5 disharmony towards others on his campus. McKay reasoned that
6 if pupils could say no to cussing, it would be easier to stay away
7 from drugs, violence, and pornography and turn their focus to
8 positive aspirations and goals. “Leave people better than you found
9 them” became the No Cussing Club’s active motto; and
10 WHEREAS, Upon founding the No Cussing Club, 50 pupils
11 immediately joined and membership rapidly spread to other
12 schools, communities, states, and countries. By 2009, the No

1 Cussing Challenge had grown to 100 clubs in schools and churches
2 worldwide, with 35,000 online members in 50 states and the
3 countries of Argentina, Australia, Austria, Canada, China, France,
4 Germany, India, Indonesia, Italy, Israel, Japan, Mexico, New
5 Zealand, Nigeria, Philippines, Spain, Saudi Arabia, Scotland, South
6 Korea, and the United Kingdom. Its Internet Web site receives
7 thousands of hits per day with hundreds of parents, teens, and
8 children taking the No Cussing Challenge online; and

9 WHEREAS, While South Pasadena is not the first community
10 to confront a tradition of rude language, for example, in 2009 Saint
11 Charles, a suburb of Saint Louis, Missouri proposed a ban on
12 swearing in bars, and in ~~2008~~ 2007, hip-hop mogul Russell
13 Simmons called for an industrywide ban on racially and sexually
14 charged epithets, the No Cussing Club created a process to help
15 convert foul language to charitable actions that would raise our
16 spirits in times of economic uncertainty and frustration; and

17 WHEREAS, Cusswords and aggressive language are used by
18 bullies to intimidate their victims. To counter this, the No Cussing
19 Club offers a workbook that can be downloaded from their Internet
20 Web site and used to assist teachers and pupils to combat bullying
21 and cyber bullying; and

22 WHEREAS, The No Cussing Challenge encourages members
23 of offices, homes, and schools to place money in a jar with a
24 custom-made label available from their Internet Web site,
25 www.nocussing.com, when foul language is used and donate
26 collected funds to charity. This practice not only helps raise
27 awareness of our wide use of negative language and how it affects
28 our spirits, but inspires redeemable actions that benefit charities
29 and nonprofit social programs; and

30 WHEREAS, The No Cussing Club has been endorsed by
31 government officials at all levels with some creating cuss-free
32 zones in their jurisdictions. Promoting the notion that words are
33 powerful tools that express how we feel about ourselves and the
34 world we live in, the No Cussing Challenge is a reminder that our
35 ability to uplift, encourage, and motivate others and improve our
36 community starts with the words we use and actions we take; and

37 WHEREAS, The California Legislature invites the people of
38 this state to take the No Cussing Challenge each year during the
39 first week of March to improve our relationships, to set a tone of

1 harmony and connectedness in our communities, and to inspire
2 ourselves to higher endeavors; now, therefore, be it
3 *Resolved by the Assembly of the State of California, the Senate*
4 *thereof concurring*, That the Legislature designate the first week
5 of March of each year as Cuss Free Week; and be it further
6 *Resolved*, That the Chief Clerk of the Assembly prepare copies
7 of this resolution for distribution to the California congressional
8 delegation and others as appropriate..

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